

This listing of claims will replace all prior versions, and listings of claims in the application:

**Listing of Claims:**

1.-21. (Deleted)

22. A method for providing transmission of a selected media program to a wireless handset deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving at least one transmission comprising a media program from a media program provider;

receiving a request from at least one wireless handset selecting a media program; and

transmitting the selected media program to the wireless handset;

wherein the request comprises a wireless signal that represents call letters associated with a radio station.

23. A method for providing transmission of a selected media program to a wireless handset deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving at least one transmission comprising a media program from a media program provider;

receiving a request from at least one wireless handset selecting a media program; and

transmitting the selected media program to the wireless handset;

wherein the request comprises a wireless signal that represents call letters associated with a television station.

24. A method for providing transmission of a selected media program to a wireless handset deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving at least one transmission comprising a media program from a media program provider;

receiving a request from at least one wireless handset selecting a media program; and

transmitting the selected media program to the wireless handset;

wherein the request comprises a wireless signal that represents a frequency associated with a radio station.

25. The method of claim 24, wherein the wireless handset is located at a physical location and the signal represents the frequency of a radio station having a broadcast range comprising the physical location.

26. The method of claim 24, wherein the wireless handset is located at a physical location and the signal represents the frequency of a radio station having a broadcast range not comprising the physical location.

27. A method for providing transmission of a selected media program to a wireless handset deployed in a wireless network having at least one cell site coverage area associated therewith, the method comprising:

receiving at least one transmission comprising a media program from a media program provider;

receiving a request from at least one wireless handset selecting a media program; and

transmitting the selected media program to the wireless handset;

wherein the request comprises a wireless signal that represents a channel associated with a television station.

28. The method of claim 27, wherein the wireless handset is located at a physical location and the signal represents the channel of a television station having a broadcast range comprising the physical location.

29. The method of claim 27, wherein the wireless handset is located at a physical location and the signal represents the channel of a television station having a broadcast range not comprising the physical location.